EAST SEARCH HISTORY

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	0	system for creating optimized promotion event calendar	USPAT	AND	OFF	2005/05/04 16:09
S2	0	system for creating optimized promotion event calendar	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/04/29 16:26
S3	1	delurgio.in.	USPAT	OR	OFF	2005/04/29 16:50
S4	2	(demand tec).as.	USPAT	AND	OFF	2005/04/29 16:51
S5	7	(demand tec).as.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/04/29 16:57
S6	0	S5 and (demandtec).as.	USPAT	OR	OFF	2005/04/29 16:58
S7	2	S5 or (demandtec).as.	USPAT	OR	OFF	2005/05/05 10:11
S8	0	(consumer adj demand adj management) and @ad<"20010506"	USPAT	AND	OFF	2005/05/03 12:50
S9	1081	cdm and @ad<"20010506"	USPAT	AND	OFF	2005/05/03 12:51
S10	0	(consumer adj demand adj management) and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/03 12:52
S11	50	econometrics and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/11 16:11
S12	2	"6785805"	USPAT	OR	OFF	2005/05/04 16:39
S13	50	"build-to-order" and @ad<"19991114"	USPAT	OR	OFF	2005/05/04 16:43
S14	53	"build-to-order" and @ad<"19991114"	US-PGPUB; USPAT; USOCR; JPO	OR	OFF	2005/05/04 16:43
S15	7	(demand tec).as.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 10:11

S16	8	S15 or (demandtec).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:13
S17	316482	(demand tec)".as" or (demandtec).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:13
S18	8	("demand tec")".as" or (demandtec).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:28
S19	2	("maxager.com")".as" or (maxager).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/05 10:30
S20	8	("khimetrics.com")".as" or (khimetrics).as.	US-PGPUB; USPAT; USOCR; EPO	OR	OFF	2005/05/12 12:56
S21	0	"09870758".ap.	USPAT	OR	OFF	2005/05/05 10:52
S22	0	"09/870758".ap.	USPAT	OR	OFF	2005/05/05 10:52
S23	0	"09/870758".ap.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	OR	OFF	2005/05/05 10:52
S24	0	"09870758".ap.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/05 10:53
S25	1683	automated customer survey	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 10:54
S26	1	automated adj customer adj survey adj using	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:04
S27	0	automatic adj collection adj updating adj application	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:17

S29	0	flores.in. and bostwick.in.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	AND	OFF	2005/05/05 11:18
S30	7	"6094641"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/11 16:11
S31	2	("6094641").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/11 16:12
S32	2	("6029139").PN.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 09:44
S33	42	promotion near9 optimization	US-PGPUB; USPAT; USOCR; EPO	AND	OFF	2005/05/12 12:58
S34	53	promotion near9 optimization	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/12 13:42
S35	305	(price or pricing) near9 optimization	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT	AND	OFF	2005/05/12 13:55
S36	124	S35 and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 13:43
S37	36	promotion adj events	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:08

S38	16	promotion and supplier adj offers	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:10
S39	1583	promotion and coupon	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:11
S40	763	S39 and @ad<"20010506"	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2005/05/12 14:11

EAST SEARCH HITS

	Document ID	Issue Date	Title	Inventor
1	US 6029139 A	20000222	Method and apparatus for optimizing promotional sale of products based upon historical data	Cunningham; Scott W. et al.
2	US 6078893 A	20000620	Method for stabilized tuning of demand models	Ouimet; Kenneth J. et al.
3	US 6286005 B1	20010904	Method and apparatus for analyzing data and advertising optimization	Cannon; Mark E.
4	US 6553352 B2	20030422	Interface for merchandise price optimization	Delurgio; Phil et al.
5	WO 3001321 A2	20030103	INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION	DELURGIO, PHIL et al.
6	US 6029139 A	20000222	Sales promotion optimization system for various commercial products applies sales objective and constraints to neural network, after expanding 3D data to generate promotional plan	CUNNINGHAM, S W et al.
7	US 6078893 A	20000620	Computer implemented demand model tuning method involves minimizing effective figure-of-merit function with respect to demand and market parameters to obtain stable optimal value	CHAUBAL, C V et al.

	Document ID	Issue Date	Title	Inventor
8	US 20020165760 A	20021107	Optimum price determination interface for products in consumer product retail industry, determines optimum prices based on estimated product demand and calculated activity based costs	DELURGIO, P et al.
9	WO 2003001321 A	20030103	Interface for merchandise promotion optimization e.g. for web-based systems, where clients and suppliers access a centralized network operations center in order to perform optimizations	DELURGIO, P et al.
10	US 20020165834 A	20021107	Merchandise price optimizing interface econometrics, has controller which controls acquisition of scenario data and distribution of optimization results according to price optimization procedure	DELURGIO, P et al.
11	US 20040210541 A	20041021	Rules defining method for use in price optimization system, involves selecting rule e.g. price rule, from set of rules types from screenshots provided by rule user interface, and inputting valid choice into rules engine	CLAIR, W L et al.

	Document ID	Issue Date	Title	Inventor
12	US 20010014868 A1	20010816	SYSTEM FOR THE AUTOMATIC DETERMINATION OF CUSTOMIZED PRICES AND PROMOTIONS	HERZ, FREDERICK et al.
13	US 20010020236 A1	20010906	Method and apparatus for analyzing data and advertising optimization	Cannon, Mark E.
14	US 20020165760 A1	20021107	Interface for merchandise price optimization	Delurgio, Phil et al.
15	US 20020165834 A1	20021107	Interface for merchandise price optimization	Delurgio, Phil et al.
16	US 20030110072 A1	20030612	Interface for merchandise promotion optimization	Delurgio, Phil et al.
17	US 20040210541 A1	20041021	User interface for a rules engine and methods therefor	Epstien, Jeremy et al.

? b 411
? sf all
? s demand(2w)model and (activity(2w)based(2w)(cost or costing or
costs)) and (optimal or optimum)(2w)(prices or price or promotion or
promotions)
? b hits
? s demand(2w)model and (activity(2w)based(2w)(cost or costing or
costs)) and (optimal or optimum)(2w)(prices or price or promotion or
promotions)

Processing
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         610554   DEMAND
         945099   MODEL
           1969   DEMAND(2W)MODEL
         865521   ACTIVITY
        3030471   BASED
        1848454   COST
          38073   COSTING
        1007936   COSTS
           5413   ACTIVITY(2W)BASED(2W)((COST OR COSTING) OR COSTS)
         452607   OPTIMAL
         519123   OPTIMUM
         373271   PRICES
         593581   PRICE
         118991   PROMOTION
          57036   PROMOTIONS
           1542   (OPTIMAL OR OPTIMUM)(2W)(((PRICES OR PRICE) OR
PROMOTION)
                  OR PROMOTIONS)
    S1      11    DEMAND(2W)MODEL AND (ACTIVITY(2W)BASED(2W)(COST OR
                  COSTING OR COSTS)) AND (OPTIMAL OR
OPTIMUM)(2W)(PRICES OR
                  PRICE OR PROMOTION OR PROMOTIONS)
```

? t s1/medium,k/1-11

1/K/1   (Item 1 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
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02527516 276946421
Capacity planning and pricing under uncertainty
Gox, Robert F
Journal of Management Accounting Research   v14   PP: 59-78   2002
ISSN: 1049-2127   JRNL CODE: AJMA
WORD COUNT: 1768

ABSTRACT: This paper analyzes a capacity-planning and pricing problem
of a
monopolist facing uncertain **demand** . The **model** incorporates "soft"
and
"hard" capacity constraints (soft constraints can be relaxed at a cost
while...

TEXT: Abstract: This paper analyzes a capacity-planning and pricing problem
of a monopolist facing uncertain **demand** . The **model** incorporates "soft"
and "hard" capacity constraints (soft constraints can be relaxed at a cost
while...

...and pricing.3 Banker and Hughes (1994) show that a multiple-product
monopolist arrives at **optimal prices** and capacities based on full cost
when the following two assumptions are met:

* the pricing...dp because dq/dp = -1.

11 Banker and Hughes (1994) use an equivalent definition for **activity** -
based unit **costs** in their multiproduct, multiresource framework.
However, this interpretation is appropriate only when the production
environment...

1/K/2   (Item 2 from file: 15)

...TEXT: making, allocating sunk costs cannot improve decisions. In an
effort to rationalize practice, proponents of **activity - based costing**
offer an alternate view. They argue that cost allocation systems that
properly capture consumption of...levels. This simplification reduces the
Grand Model to Model 4A. The additional assumption of identical **demand**
further simplifies **Model** 4A to a one-period model. A one-period version
of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are
determined, the firm can solve for **optimal prices** using a formulation
similar to that in Model 3. This exercise of determining **optimal prices**
and resource allocations may be repeated many times over the life of the
resources, as...With partial uncertainty, however, G6x (2002) shows that
full-cost-based prices are no longer **optimal** . **Optimal prices** are now
based on each product's marginal cost: full costs, derived as an

allocation
...the initial capacity-- planning problem because it effectively becomes a
single-period problem with known **demand** (as in **Model** 4A, with T = 1).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from such a...

...price derived from the solutions to the product-- pricing problem in
Model 5B equals the **optimal** **price** derived in the capacity-- planning
problem (Model 5A). Third, and most important, it Is almost...orders.
Banker and Hansen (2002) show that as the number of potential customers
increases, the **optimal** **price** is the full cost of providing the service

plus a nonlinear markup that depends on...Balachandran et al. (1997) is the
solution to a grand linear program that simultaneously determines **optimal**
capacity and **prices** .22 The study ...underlying information utilized in
the allocation process).

4 For example, Chen and Frank (2001) examine **optimal** **price** adjustment
based on the length of the queue of customers. We also note the vast...
ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in
activity - based **costing** . The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

 1/K/3   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00971320   **Image available**
INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES
Patent Applicant/Assignee:
  DEMANDTEC INC, Suite 200, 1 Circle Star Way, San Carlos, CA 94070,
US, US
   (Residence), US (Nationality), (For all designated states except:
US)
Patent Applicant/Inventor:
  DELURGIO Phil, 601 Tarrytown Court, Walnut Creek, CA 94598, US, US
    (Residence), US (Nationality), (Designated only for: US)
  NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue,
    Colorado Springs, CO 80907, US,
Patent and Priority Information (Country, Number, Date):

Claim
  I An apparatus for detennining an **optimum**   **promotion** plan for
  merchandising of
  products for sale, comprising:
  a scenario/results processor, configured to enable a user to
prescribe an
  optimization scenario, and configured to present the **optimum**
promotion
   plan to said user,
  wherein the **optimum**   **promotion** plan is determined by execution of
said
  optimization scenario, and wherein the **optimum**   **promotion** plan is
  determined based upon estimated product demand and calculated
activity
  based **costs** , said
  scenario/results processor comprising:
  an input/output processor, configured to acquire data corresponding
to...
  an optimization template, for specifying a promotion scenario and a
time
  period for which the **optimum**   **promotion** plan is to be
...generating a
  plurality of optimization results templates and providing these
templates
  to the user, wherein **optimum**   **promotion** events and optimum
supplier
  offers
  are presented.

  19 The method as recited in claim 18...an optimization template, for
  specifying a promotion scenario and a time period for which the
optimum
    promotion events and optimum supplier offers are to be determined.

  30 The method as recited in...

 1/K/4   **(Item 2 from file: 349)**
DIALOG(R)File 349:PCT FULLTEXT
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00956989   **Image available**
INTERFACE FOR MERCHANDISE PRICE OPTIMIZATION
INTERFACE PERMETTANT L'OPTIMISATION DE PRIX DES MARCHANDISES
Patent Applicant/Assignee:
  DEMANDTEC INC, 1 Circle Star Way, Suite 200, San Carlos, CA 94070,
US, US
    (Residence), US (Nationality), (For all designated states except:
US)
Patent Applicant/Inventor:
  DELURGIO Phil, 601 Tarrytown Court, Walnut Creek, CA 94598, US, US
    (Residence), US (Nationality), (Designated only for: US)
  NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US
    (Residence), US (Nationality), (Designated only for: US)
Legal Representative:
  HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Ave.,

Colorado Springs, CO 80907, US,

English Abstract
  An apparatus (200) and method are provided for an interface enabling
a
  user to determine **optimum   prices** of products for sale. The
interface
  includes a scenario/results processor (233) that enables the user to
  prescribe an optimization scenario, and that presents the **optimum
  prices** to the user. The **optimum   prices** are determined by
execution
  of the optimization scenario, where the **optimum   prices** are
determined
  based upon estimated product demand and calculated **activity   based
  costs** . The scenario/results processor (233) has an input/output
  processor (404) and a scenario controller (412). The input/output
  processor (404) acquires data corresponding to the optimization
scenario
  from the user, and distributes optimization results to the user. The
  scenario controller (412) is coupled to the input/output processor
(404).
  The scenario controller (412) controls acquisition of the data and
the
  distribution of the optimization results in accordance with a price
  optimization procedure.

French Abstract
  La presente invention concerne un appareil et un procede pour une
  interface permettant la determination de prix optimaux pour des
produits
  mise en vente. L'interface comporte un processeur de
scenarios/resultats
  qui permet a l'utilisateur d'etablir un scenario d'optimisation, et
qui
  presente des prix optimaux a l'utilisateur. Les prix optimaux sont

of the **optimum**
 prices , said rules comprising:
maximum allowable price swing for each of the products for sale;
and...a
plurality of optimization results templates and providing these
templates
to the user, wherein the **optimum**   **prices** are presented.

22 The method as recited in claim 2 1, wherein said utilizing
comprises
...groups;
second providing a products template, for specifying the products for
sale for which the **optimum**   **prices**   are to be determined, wherein
the
products for sale may
span more than one of...

...and
third providing a time horizon template, for prescribing a time
period
for which the
 optimum   **prices** are to be determined.

31 The method as recited in claim 30, wherein said utilizing...

...fourth providing a locations template, for prescribing a plurality
of
store groups for
which the **optimum**   **prices** are to be determined, wherein said
prescribing
directs said employing to utilize data corresponding to the plurality
of
said
store groups when determining the **optimum**   **prices** ; and
34
fifth providing an at-large rules template, for specifying rules to
govern determination
of the **optimum**   **prices** , wherein the rules specify maximum
allowable
price
swing for each of the products for sale...

1/K/5   (Item 1 from file: 485)
DIALOG(R)File 485:Accounting & Tax DB
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    ** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
00929001   SUPPLIER NUMBER: 276946421
Capacity planning and pricing under uncertainty
Gox, Robert F
Journal of Management Accounting Research v14   PP: 59-78   2002
  ISSN: 1049-2127   JRNL CODE: AJMA
DOC TYPE: Periodical   ARTICLE TYPE: Feature
LANGUAGE: English SPECIAL FEATURE: Formula Table
WORD COUNT: 1768 LINE COUNT: 161

1/K/6   (Item 2 from file: 485)
DIALOG(R)File 485:Accounting & Tax DB
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   ** FULL-TEXT AVAILABLE IN FORMATS 7 AND 9 **
00928999   SUPPLIER NUMBER: 276944271
**A critical overview of the use of full-cost data for planning and
pricing**
Balakrishnan, Ramji; Sivaramakrishnan, K
Journal of Management Accounting Research   v14   PP: 3-31   2002
   ISSN: 1049-2127   JRNL CODE: AJMA
DOC TYPE: Periodical   ARTICLE TYPE: Feature
LANGUAGE: English SPECIAL FEATURE: Formula
WORD COUNT: 12977 LINE COUNT: 1,180

ABSTRACT: Surveys show that many firms use full cost to set prices.
However, principles of relevant costing imply that product prices
should be
independent of how a firm allocates fixed manufacturing cost to
products.
Recent research tries to resolve this conflict between theory and
practice
by expanding the scope of the problem; pricing is only one part of the
larger problem of determining which products to keep and which products
to
drop, how much capacity to install, and how to allocate available
capacity
among the products. An emerging view is that we must jointly consider
the
capacity-planning and product-pricing problems to clarify the role of
full
costing in these decisions. In this article a critical overview of the
results from this research is provided, highlighting how a combination
of
analytic and numerical methods have contributed to understanding, and
suggest directions for future research.

GEOGRAPHIC NAMES: United States; US
DESCRIPTORS: Polls & surveys; Studies; Management accounting; Cost
   allocation methods; Manufacturing; Mathematical models
CLASSIFICATION CODES: 9190 (CN=United States); 4120 (CN=Accounting
   policies & procedures); 9130 (CN=Experimental/Theoretical); 8600
   (CN=Manufacturing industries not elsewhere classified);

Accounting & Tax DB_1971-2005/May W4
...TEXT: making, allocating sunk costs cannot improve decisions. In an
effort to rationalize practice, proponents of **activity - based
costing**
offer an alternate view. They argue that cost allocation systems that
properly capture consumption of...levels. This simplification reduces
the
Grand Model to Model 4A. The additional assumption of identical **demand**
further simplifies **Model** 4A to a one-period model. A one-period
version
of Model 4A is easy...

...products to determine aggregate capacity. Once capacity levels are
determined, the firm can solve for **optimal   prices** using a
formulation
similar to that in Model 3. This exercise of determining **optimal
prices**
and resource allocations may be repeated many times over the life of
the
resources, as...With partial uncertainty, however, G6x (2002) shows
that
full-cost-based prices are no longer **optimal** . **Optimal   prices** are
now
based on each product's marginal cost: full costs, derived as an
allocation
...the initial capacity-- planning problem because it effectively
becomes a
single-period problem with known **demand** (as in **Model** 4A, with T =
1).

Balakrishnan and Sivaramakrishnan (2001) explore the economic loss from
such a...

...price derived from the solutions to the product-- pricing problem in
Model 5B equals the **optimal   price** derived in the capacity--
planning
problem (Model 5A). Third, and most important, it Is almost...orders.
Banker and Hansen (2002) show that as the number of potential customers
increases, the **optimal   price** is the full cost of providing the
service
plus a nonlinear markup that depends on...Balachandran et al. (1997) is
the
solution to a grand linear program that simultaneously determines
optimal
capacity and **prices** .22 ...underlying information utilized in the
allocation process).

4 For example, Chen and Frank (2001) examine **optimal   price**
adjustment
based on the length of the queue of customers. We also note the vast...
ComputerWorld (December 12).

Babad, Y. M., and B. V. Balachandran. 1993. Cost driver optimization in
activity - based   costing . The Accounting Review 63 (3): 563-575.

Balachandran, B. V., R. Balakrishnan, and K. Sivaramakrishnan...

 1/K/7   (Item 1 from file: 654)
DIALOG(R)File 654:US Pat.Full.
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6088371 **IMAGE Available
UTILITY
System and method for profit maximization in retail industry
Inventor: Myr, David, Jerusalem, IL
        Grechanovsky, Eugene, Jerusalem, IL
        Kazarinov, Yuri, Ashdod, IL
Assignee: Unassigned

feasible prices resulting in the optimal revenue R[sub]sale and the
  optimal price p[sub]sale. Predicted sales volume (demand)
V[sub]salr
  may be computed by formula...is performed on each bootstrapped
regression
  model, and then optimization of revenue and computation of **optimal**
  price is performed for each set of bootstrapped estimates. As a
result,
  the following estimates are...

...estimate of bias of maximum revenue bias[sub]Boot(R). Similar
quantities
  are computed for **optimal prices** ...0217] Similar quantities are
  computed for an **optimal price** ...0219] After an optimal predicted
  revenue R[sub]sale and an **optimal price** p[sub]sale have been
  calculated, it should be tested if the predicted revenue R...and
  Promotion Scheduling Procedure for obtaining a next promotion
  schedule(Block 1110). It either computes **optimal promotion** time
  allocation for a product category or adds a new close schedule in the
  scheduling...0310] Tick **Optimal prices**

  [...

...0313] Tick Error estimates of predicted **optimal prices**

  Non-exemplary or Dependent Claim(s):
  ...resampling methods for estimation of prediction errors, standard
     errors and biases in predicted single product **optimal prices**
and
     in predicted category **optimal price** vectors...module uses
     resampling methods for testing significance of optimized price
     changes in predicted single product **optimal prices** and in
     predicted category **optimal price** vectors...

...resampling methods for testing significance of figure-of-merit
function
     changes for predicted single product **optimal prices** and for
     predicted category **optimal price** vectors...

 1/K/8   (Item 2 from file: 654)
DIALOG(R)File 654:US Pat.Full.
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0005257741 **IMAGE Available
Derwent Accession: 2003-112574
Interface for merchandise promotion optimization
Inventor: Phil Delurgio, INV
         Michael Neal, INV
Assignee: Demand Tec. Inc.(02)
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
    SPRINGS, CO, 80907-7449, US

Publication Number	Kind	Date	Application Number	Filing Date

and
    optimum supplier offers are presented.

   Non-exemplary or Dependent Claim(s):
   ...an optimization template, for specifying a promotion scenario and
a
    time period for which the **optimum   promotion** plan is to be
    determined...an optimization template, for specifying a promotion
    scenario and a time period for which the **optimum   promotion**
events
    and optimum supplier offers are to be determined...

   1/K/9   (Item 3 from file: 654)
DIALOG(R)File 654:US Pat.Full.
(c) Format only 2005 The Dialog Corp. All rts. reserv.

0005114399 **IMAGE Available
Derwent Accession: 2003-786738
Interface for merchandise price optimization
Inventor: Phil Delurgio, INV
        Michael Neal, INV
Assignee: DemandTec, Inc.(02), San Carlos, CA, US
Correspondence Address: JAMES W HUFFMAN, 1832 N. CASCADE AVE., COLORADO
    SPRINGS, CO, 80907-7449, US

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165834	A1	20021107	US 2002144537	20020510
Continuation	PENDING			US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:
    An apparatus and method are provided for an interface enabling a
user
   to determine **optimum   prices** of products for sale. The interface
   includes a scenario/results processor that enables the user to
prescribe
   an optimization scenario, and that presents the **optimum   prices** to
the
   user. The **optimum   prices** are determined by execution of the
   optimization scenario, where the **optimum   prices** are determined
based
   upon estimated product demand and calculated **activity   based
costs** .
   The scenario/results processor has an input/output processor and a
   scenario controller. The input...

Summary of the Invention:
    ...to the field of econometrics, and more particularly to an
apparatus
   and method for determining **optimum   prices** for a set of products
   within a product category, where the **optimum   prices** are
determined to

for sale; and...groups; second providing a products template, for
specifying the products for sale for which the **optimum   prices**
are
to be determined, wherein the products for sale may span more
than
one of...

...and third providing a time horizon template, for prescribing a time
period for which the **optimum   prices** are to be
determined...fourth
providing a locations template, for prescribing a plurality of
store
groups for which the **optimum   prices** are to be determined,
wherein
said prescribing directs said employing to utilize data
corresponding
to the plurality óf said store groups when determining the
optimum
prices ; and fifth providing an at-large rules template, for
specifying rules to govern determination of the **optimum   prices**
,
wherein the rules specify maximum allowable price swing for each
of
the products for sale...

1/K/10   (Item 4 from file: 654)

0005114325 **IMAGE Available
Derwent Accession: 2003-111136
Interface for merchandise price optimization
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	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 20020165760	A1	20021107	US 2001849616	20010504

Fulltext Word Count: 15867

Abstract:
   An apparatus and method are provided for an interface enabling a
user
  to determine **optimum prices** of products for sale. The interface
  includes a scenario/results processor that enables the user to
prescribe
  an optimization scenario, and that presents the **optimum   prices** to
the
  user. The **optimum   prices** are determined by execution of the
  optimization scenario, where the **optimum   prices** are determined
based

store groups...
...templates further comprises: a time horizon template, for specifying
a
    time period for which the **optimum   prices** are to be
determined....

...further comprises: an at-large rules template, for specifying rules
to
    govern determination of the **optimum   prices** , said rules
    comprising: maximum allowable price swing for each of the
products
    for sale; and...groups; second providing a products template, for
    specifying the products for sale for which the **optimum   prices**
are
    to be determined, wherein the products for sale may span more
than
    one of...

...and third providing a time horizon template, for prescribing a time
    period for which the **optimum   prices** are to be
determined...fourth
    providing a locations template, for prescribing a plurality of
store
    groups for which the **optimum   prices** are to be determined,
wherein
    said prescribing directs said employing to utilize data
corresponding
    to the plurality of said store groups when determining the
optimum
    prices ; and fifth providing an at-large rules template, for
    specifying rules to govern determination of the **optimum   prices**
'
    wherein the rules specify maximum allowable price swing for each
of
    the products for sale...

  1/K/11   (Item 5 from file: 654)
DIALOG(R)File 654:US Pat.Full.
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4861923 **IMAGE Available
Derwent Accession: 2003-111136
Utility
E/ **Interface for merchandise price optimization**
Inventor: Delurgio, Phil, Walnut Creek, CA
         Neal, Michael, San Francisco, CA
Assignee: Demand Tec Inc.(02), San Carlos, CA
         Demand Tec Inc
Examiner: Cosimano, Edward R. (Art Unit: 369)
Combined Principal Attorneys: Huffman, Richard K.; Lim, Kang

	Publication Number	Kind	Date	Application Number	Filing Date
Main Patent	US 6553352	A	20030422	US 2001849616	20010504